

ABSTRACT

Currently the fashion development in Indonesia have a lot of progress, it can be seen from many concepts offered by designers and local brands which more varied that gives consumers many choices to suit the tastes and style of them. One of the concepts that are the current trends in the Indonesian fashion industry is the using of scuba material. Scuba materials have a flexible structure material such as rubber, but soft like a sponge. This material is suitable to be used in ready to wear clothing with sporty style because the material is waterproof, weatherproof and lightweight. The material character is well suited to the climatic conditions in Indonesia which erratic so it can be used in any condition, making this material has enough potential to suitable of the needs in Indonesia fashion industry. In this study will be explore of scuba material which is implemented with another material, wherein the selected material is a material that is rarely used as the primary material in its use such as rib. Then, in this study will conducted to discover scuba techniques to the material by using some techniques such asburst pattern technique, sublime technique and technique of manipulating fabric. The results of this exploration is expected to be input for businesses in the field of fashion in developing their products in order to increase sales and revenue of the company.

Keywords: Fashion, Manipulating fabric, Ready to wear, Scuba, Sublime.